



J. E. GILLELAND

NEW CAMBRIA, MO.


**RUGS CARPETS
: LINOLEUMS :**

**CURTAINS DRAPERIES
SHADES MATTINGS ETC.**

The Best Values in High Grade Home Furnishings

Catalogue "B"

Spring and
Summer
1912



The Greatest Savings ever offered in High Grade Home Furnishings

Compare our Rugs, Carpets, Linoleums, Curtains, etc., with those offered by any other dealer.

Remember, it is quality that fixes the price and that the pattern and colorings determine the desirability of all Floor Coverings.

You cannot make a true comparison unless you see the goods.

You always see the goods before you pay for them if you place your orders with us.

We undersell because our cost is less.

Our cost is less because we have the co-operation of expert buyers of many years' experience in the Floor Covering and Curtain business exclusively and also the co-operation of thousands of other dealers.

If you do not find just what you want in this Catalogue, ask to see our large 80-page Catalogue.

The qualities represented in this Catalogue are the most dependable on the market.

They are the famous

Richardson Superlative Qualities

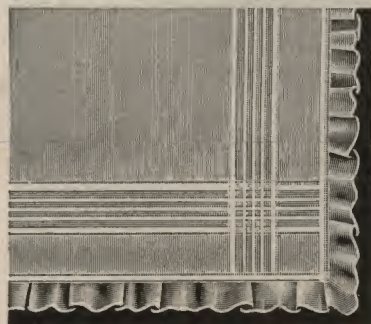
that have always given such lasting satisfaction wherever used during the past 37 years.

No other line of Floor Coverings and Curtains has been so long on the market or has such a favorable reputation.

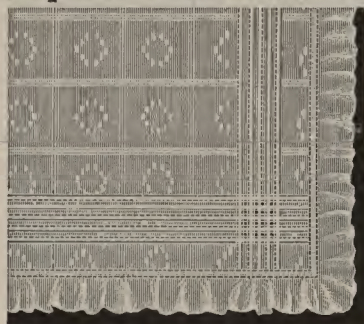
A trial order will convince you that the Richardson Line of Floor Coverings and Curtains is the **best made in all grades**, and lowest in price for such good grades.

Artistic & Durable Curtains and Draperies.

Our Ever Popular Ruffled and New Flat Edged Muslin Curtains.



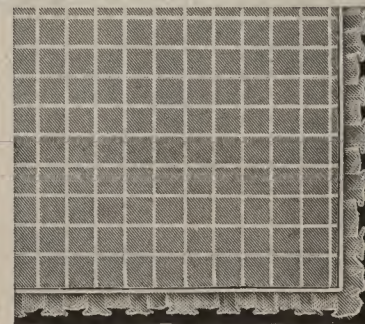
Pattern R M 9852. White.
Plain cheap muslin with five tucks and the new Dutch Ruffle. Note the low price.
33 in. wide 2½ yds. long. Per pair **60¢**



Pattern R M 9856. White.
A dainty figured Muslin with five tucks and full ruffle. A great bargain at the price.
38 in. wide, 2½ yds. long. Per pair **85¢**

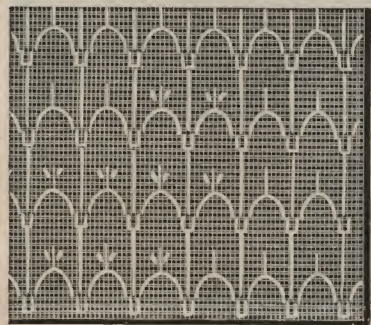


Pattern F M 9882. White.
A plain Bishop Lawn with colored Border of pink, blue or yellow.
40 in. wide, 2½ yds. long. Per pair **\$1.25**

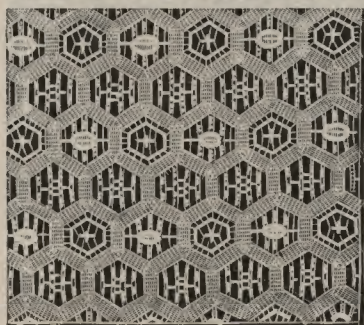


Pattern R M 9894. White or Ecu.
A fine Cross Barr Mull with the new Dutch Ruffle.
38 in. wide, 2½ yds. long. Per pair **\$1.75**

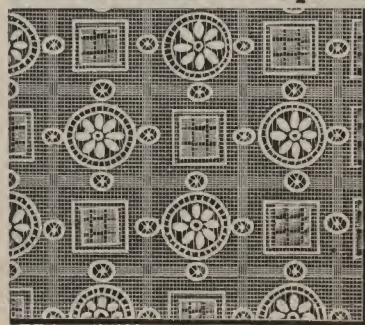
Our New Colonial Nets for Window Draperies.



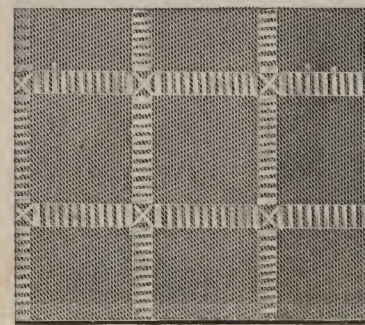
Pattern 0920. White. Pattern 0921. Ecu.
36 in. wide, per yard, 15¢
40 in. wide, per yard, **20¢**



Pattern 0926. Ecu only.
45 inches wide.
Per yard **20¢**



Pattern 0940. Ivory White.
50 inches wide.
Per yard **38¢**



Pattern 0944. Ecu only.
50 inches wide.
Per yard **42¢**

Our Lace Curtains are the Best in the Market.



Pattern N 9506. White.
This heavy edged Curtain with a plain field and Grecian Border is a sure winner.
38 in. wide, 2½ yds. long. Per pair **68¢**



Pattern N 9523. Ecu.
A new geometrical design with a motif woven in the corner for ornament.
45 in. wide, 2½ yds. long. Per pair **80¢**



Pattern N 9524. Ecu.
This beautiful Floral design is admired by all who have seen it and is a bargain at the price.
50 in. wide, 3 yds. long. Per pair **\$1.00**



Pattern N 9526. White.
This lattice bar with Floral Border is entirely new and very effective.
54 in. wide, 3 yds. long. Per pair **\$1.10**



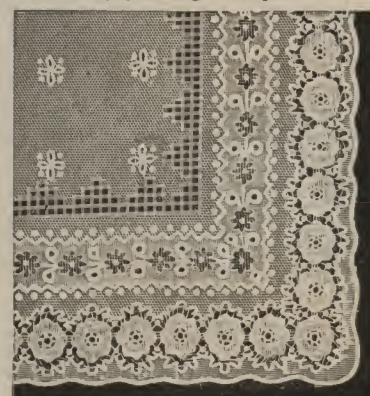
Pattern N 9543. Ecu.
A strong durable Curtain of unusual merit and beauty for the price. Notice its extra width.
60 in. wide, 3 yds. long. Per pair **\$1.15**



Pattern N 9544. Ecu.
A Colonial design of broken Cathedral glass with the ever popular scroll for Border. A wonderful combination.
48 in. wide, 3 yds. long. Per pair **\$1.20**



Pattern N 9546. White.
This Curtain is of close weave, fine texture and very durable, with small figures in the field or ground work.
45 in. wide, 3 yds. long. Per pair **\$1.40**



Pattern N 9554. Beige.
This is a classy and up-to-date pattern, copied from the Colonial Laces with beautifully blended figures.
50 in. wide, 3 yds. long. Per pair **\$1.65**

We sell Lace Curtains by the ½ Pair if wanted.



Pattern N 9562. White.
This ever popular scroll design with field of small motif figures has no equal as a seller.
50 in. wide, 3 yds. long. Per pair **\$1.65**



Pattern N 9604. White.
A fine reproduction of a high-class Brussels Lace Curtain with artistic floral embellishments.
46 in. wide, 3 yds. long. Per pair **\$2.00**



Pattern N 9606. Two Toned.
This is a fine strong Curtain of more than usual attractiveness showing a white outline of figures on a plain ecru ground.
46 in. wide, 3 yds. long. Per pair **\$2.15**



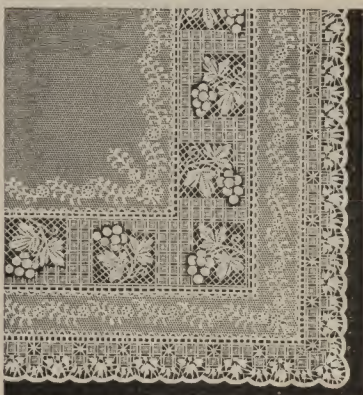
Pattern N 9654. White.
A full Saxony pattern of unusual merit and beauty seldom equaled for its intrinsic value, and will surely please.
50 in. wide, 3 yds. long. Per pair **\$2.75**



Pattern N 9656. Two Toned.
A charming Curtain indeed, made in combination colors of white and ecru, blended on a fine strong lace foundation.
54 in. wide, 3 yds. long. Per pair **\$3.00**



Pattern N 9657. Ecu.
This Egyptian pattern is the most admired Curtain in our line for all purposes giving tone to any surroundings where used.
50 in. wide, 3 yds. long. Per pair **\$3.50**



Pattern N 9659. Ivory.
An Ideal pattern on a new idea round mesh lace, perfect in every detail and beautiful beyond description.
52 in. wide, 3 yds. long. Per pair **\$4.00**



Pattern N 9661. White.
This is the best ever. The pattern is a prize winner. The Curtain is of fine grade of yarns woven in five different styles of stitches.
54 in. wide, 3 yds. long. Per pair **\$4.75**

You Save Waste

Which often averages 5 to 10 cents a yard when you buy your Carpets direct from us. This is only one of our many exclusive advantages. For the handsomest and largest selection of high-class Carpets on the market, ask to see our large 80-page Catalogue and refer to pages 21 to 29 inclusive. Ask to see samples.

Our Heavy Brusselene Ingrain Carpet
No. 706, illustrated on the opposite page is an extra good quality for the money. We do not handle the great variety of cheap Ingrains that have nothing to recommend them except their very low price. 36 inches wide. Best value for the price. Cut and matched. Without Waste.

30c
Per Yard

Our Heavy Superior Ingrain Carpet
No. 821. A richly colored new 1912 pattern; dark red predominating. Part Wool Filling of superior quality. Special value. 36 inches wide. Cut and matched. Without Waste.

38c
Per Yard

Our Heavy Superior Ingrain Carpet
No. 820. This new Spring 1912 pattern of Ingrain Carpet is a graceful floral-scroll combination. Medium olive and brown shades on light shaded ground. This quality is usually sold for more money. 36 inches wide. Cut and matched. Without Waste. Illustrated on opposite page.

38c
Per Yard

Our Heavy Imperial Ingrain Carpet
Pattern No. 922. Imperial Ingrain Carpet is a remarkably well designed new 1912 pattern in pleasing shades of red, pink and old gold with shaded green leaves on medium light ground. The best value in extra heavy half wool filling. 36 inches wide. Cut and matched. Without Waste.

42c
Per Yard

Our Extra Super All Wool Filling C.C. Ingrain
No. 1061. One of the handsomest small all-over patterns in Brussels effect ever produced. New 1912 design. Choice heavy all wool filling. Honestly woven, insuring good satisfaction for the money. Ask to see sample, then you will fully appreciate the good value we offer. 36 inches wide. Cut and matched. Without Waste.

53c
Per Yard

Our Very Best Quality All Wool Filling C. C. Ingrain
No. 1121. Undoubtedly the brightest and snappiest of the new 1912 patterns. Fine Floral design, beautifully colored with shaded scrolls. Extra high quality of all wool filling. Better goods not made at our price. 36 inches wide. Cut and matched. Without Waste. Illustrated on opposite page.

59c
Per Yard

Our Very Best Quality All Wool Filling C. C. Ingrain
No. 1120. This pattern is a pleasing new 1912 floral design in medium dark colorings on light ground. When the Carpet is turned over, the darker or olive effect predominates. High grade All Wool Filling. Heavy quality. Rare value. 36 inches wide. Cut and matched. Without Waste.

59c
Per Yard

Our Heavy All Wool Extra Super Ingrain
No. 1262. An attractive small figured pattern in pleasing colors. Green and olive scrolls on cream ground. The best low priced All Wool Ingrain on the market. Fine worsted warp. 36 inches wide. Cut and matched. Without Waste.

65c
Per Yard

Our Ideal Ingrain Carpet
No. 1991. One of the handsomest patterns and color combinations produced this season. Brown and old gold shades predominate. Lattice effect ground, harmoniously colored and shaded. Woven from high-class all wool yarns. Finest worsted warp. Guaranteed for extra long service. 36 inches wide. Cut and matched. Without Waste.

73c
Per Yard

Our Ideal Carpet
No. 1992. Extra Quality All Wool. To appreciate the great beauty of this exquisitely shaded new 1912 Floral pattern, ask to see a large sample. However, if you order from the illustration on the opposite page, you will surely be pleased as this Carpet is strictly high-class, best All Wool Filling. Elegant worsted warp and is reversible. 36 inches wide. Cut and matched. Without Waste.

73c
Per Yard

Our Special Quality Superba Carpet
All Wool Extra Heavy Best Worsted Warp No 2234. To appreciate the unusual fine detail in this brand new pattern, ask to see sample. Olive and ecru colorings predominate. Guaranteed woven from very choice and best selected wool yarns, insuring longest possible service for the money. 36 inches wide. Cut and matched. Without Waste.

77c
Per Yard

Our Special Heavy All Wool Three Ply
Best Quality, No. 2806. The best of the new 1912 Floral patterns, in Three Plys. Dark maroon in combination with light green and cream. Our Three Plys are extra high grade. Best Three Ply made. A good old-fashioned long-wearing satisfactory and durable Carpet. 36 inches wide. Cut and matched, without waste.

90c
Per Yard

Our Ouida Brussels No. 4107
Stair Carpet
Our Ouida Brussels are unquestionably the best low priced Brussels on the market. The patterns are remarkably clear and sharp, resembling Body Brussels. 26 inches wide. We can also furnish 26 inch wide Hall Carpet to match center of Stair at 62c per yard.

62c
Per Yard

Our Regal Tapestry Brussels No. 4606
Stair Carpet
A superb 1912 pattern, composed of dainty and delicate small terra cotta figures and green leaves on medium colored ground. Woven from highest quality of long strand, worsted threads, insuring splendid satisfaction. Carpet 27 inches wide. Border 22 inches wide. Stair Carpet to match 27 inches wide.

\$1.00
Per Yard

Our Duchess Wilton Velvet No. 6223
Stair Carpet
The handsomest new Spring 1912 pattern in our high grade Duchess quality. Has fine plush finish, closely woven. We have handled this grade for over a quarter of a century and know it will give very satisfactory wear. 27 inches wide. Plain Carpet to match center of Stair 27 inches wide. See opposite page.

\$1.05
Per Yard

Our High Pile Princess Wilton Velvet
No. 6317. Stair Carpet
An exquisitely colored design in the popular palm pattern. This is an extra heavy quality, has long, deep, thick nap. Extra fine plush finish. Bound to give first-class satisfaction. 27 inches wide. Plain Carpet to match center of Stair 27 in. wide.

\$1.14
Per Yard

100 patterns

of Carpets, most all cut without waste, are offered for you to select from in our large 80-page Catalogue on pages 21 to 29. If you do not see just what you want, let us show you our large Catalogue or submit a line of Carpet samples.



Our Brusselene Ingrain Carpet No. 706.
36 in. wide, per yd. **30c.** See opp. page.



Our Superior Ingrain Carpet No. 821.
36 in. wide, per yd. **38c.** See opp. page.



Our Superior Ingrain Carpet No. 820.
36 in. wide, per yd. **38c.** See opp. page.



Our Heavy Imperial Ingrain Carpet No. 922.
36 in. wide, per yd. **42c.** See opp. page.



Our Extra Super All Wool Filling C. C. Ingrain No. 1061.
36 in. wide, per yd. **53c.** See opp. page.



Our Very Best Quality All Wool Filling C. C. Ingrain No. 1121.
36 in. wide, per yd. **59c.** See opp. page.



Our Very Best Quality All Wool Filling C. C. Ingrain No. 1120.
36 in. wide, per yd. **59c.** See opp. page.



Our All Wool Extra Super Ingrain No. 1262.
36 in. wide, per yd. **65c.** See opp. page.



Our Ideal Carpet No. 1991. Extra Quality All Wool.
36 in. wide, per yd. **73c.** See opp. page.



Our Ideal Carpet No. 1992. Extra Quality All Wool.
36 in. wide, per yd. **73c.** See opp. page.



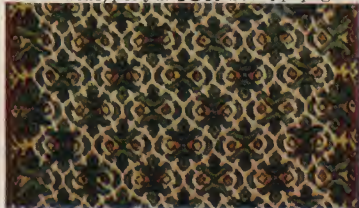
Our Special Quality Superba Carpet All Wool Extra Heavy Best
Worsted Warp No. 2234. 36 in. wide, per yd. **77c.**



Our Special Heavy All Wool Three Ply, Best Quality, No. 2806.
36 in. wide, per yd. **90c.** See opp. page.



Our Ouida Tapestry Brussels No. 4107 Stair Carpet.
26 in. wide, per yd. **62c.** See opp. page.
26 in. wide Hall Carpet to match **62c.** per yd.



Our Regal Tapestry Brussels No. 4606 Stair Carpet.
27 in. wide, per yd. **\$1.00.** See opp. page.
27 in. wide Hall Carpet to match **\$1.00** yd.



Our Duchess Wilton Velvet No. 6223 Stair Carpet.
27 in. wide, per yd. **\$1.05.** See opp. page.
27 in. Hall Carpet to match, **\$1.05** per yd.



Our Princess Wilton Velvet No. 6317 Stair Carpet.
27 in. wide, per yd. **\$1.14.** See opp. page.
27 in. wide Hall Carpet to match **\$1.14** yd.

Richardson's Superlative Qualities 37 years on the market. Positively the best made in all grades and lowest in price for such good grades.

Splendid Bargains in Small Rugs.

If you do not see just what you want on this page, ask to see our large Catalogue and refer to pages 32 and 33, where you will find 36 other patterns in small Rugs illustrated in natural colors.



Our Arapahoe Reversible Rug No. 5955.

A remarkable reproduction of a costly Hand-made Navajo Rug.
30x56 in. **\$3.00**; 36x67 in. **\$4.50**

In our new Arapahoe Rugs we reproduce the beauty and lustrous colors of the original Navajo Indian Rugs. Have fine, closely woven wool surface. Heavy wool fringe on ends. Either side can be used.



Our Arapahoe Reversible Rug No. 5956.

A typical Navajo Rug in pattern and colorings.
30x56 in. **\$3.00**; 36x67 in. **\$4.50**.



Our Premium Wilton Velvet Rug No. 5312.

A remarkably well colored Oriental Medallion. Very popular. 18x36 in. **89¢**

27x54 in. **\$1.50**; 36x72 in. **\$2.90**



Our Premium Wilton Velvet Rug No. 5313.

A pleasing small all-over pattern. Oriental design. 18x36 in. **89¢**

27x54 in. **\$1.50**; 36x72 in. **\$2.90**



Our Eureka Axminster Rug No. 5574.

A handsome new 1912 Floral design, light effect. 27x54 in. **\$2.15**

36x70 in. **\$3.40**; 8¼x10½ ft. **\$16.50**;
9x12 ft. **\$19.00**



Our Eureka Axminster Rug No. 5572.

A most attractive Oriental pattern in medium good wearing color tones. 27x54 in. **\$2.15**

36x70 in. **\$3.40**; 8¼x10½ ft. **\$16.50**;
9x12 ft. **\$19.00**; 11¼x12 ft. **\$27.00**.



Our Special Victoria Axminster Rug No. 5725.

A new all-over pattern on ecru ground. Soft Oriental tones. Very highest class of design and quality. Best wearing quality. 27x60 in. **\$2.50**

36x70 in. **\$4.00**



Our Special Victoria Axminster Rug No. 5723.

A handsome self-colored tan damask center. High class novelty border. Stylish and decorative. Guaranteed for long service. 27x60 in. **\$2.50**

36x70 in. **\$4.00**; 6¼x9 ft. **\$14.00**; 8¼x10½ ft. **\$23.00**; 9x12 ft. **\$25.00**; 11¼x12 ft. **\$31.00**.



Our Orient Wilton Rug No. 5902.

A new 1912 all-over pattern reproduced from an imported Hand-made Cabistan Rug. 18x36 in. **\$2.45**
27x54 in. **\$4.25**; 36x63 in. **\$6.75**; 4¼x7½ ft. **\$14.50**;
6x9 ft. **\$25.00**; 8¼x10½ ft. **\$36.00**; 9x12 ft. **\$40.00**;
10¼x12 ft. **\$53.00**; 10½x13½ ft. **\$57.50**.

Extraordinary values are offered in our Manhattan and Majestic Brussels Rug. Genuine wool face Rugs at bargain prices. Positively the best values on the market in low priced Rugs.



Our Manhattan Brussels Rug No. 5046.

A new 1912 pattern; very bright, rich Floral Medallion design with groups of golden roses in clusters of olive leaves. $8\frac{1}{4} \times 10\frac{1}{2}$ ft. **\$8.90**

Can also be furnished 9×12 ft. at only **\$10.85** and $11\frac{1}{4} \times 12$ ft. only **\$14.50.**

This new grade of Brussels Rugs is produced by one of the very best and oldest factories in the U. S. In this Rug we positively offer the best value for the price. Patterns are designed by experts and this factory has an especially high reputation for working out pleasing and attractive color combinations. For two other patterns in this quality in natural colors, see our large Catalogue, page 84.



Our Majestic SEAMLESS Brussels Rug No. 5069.

A beautiful Persian design with tan predominating in center and brown in border. $8\frac{1}{4}$ ft. x $10\frac{1}{2}$ ft. **\$9.25**

9 ft. x 12 ft. **\$11.50**
 $11\frac{1}{4}$ ft. x 12 ft. **\$14.90**



Our Majestic SEAMLESS Brussels Rug No. 5070.

This elegant new pattern consists of Chintz groups in Scroll-Medallion on a tan Damask field. Note the pleasing Floral sprays worked out in the border on ecru background. New this season. $8\frac{1}{4} \times 10\frac{1}{2}$ ft. **\$9.25**

9×12 ft. **\$11.50** $11\frac{1}{4} \times 12$ ft. **\$14.90**

Our New Majestic SEAMLESS Brussels Rugs. Another big step forward in Rug manufacture has been achieved in our new 1912 Majestic SEAMLESS Brussels Rugs. Remember this Rug is not only miterless but seamless. It is woven in one solid piece; has a good wool face. Patterns are strictly up-to-date in design and exceptionally well colored. A true "money-saver." The best value in the U. S. today in a one piece Brussels Rug.

Three Splendid Seamless

BRUSSELS RUGS are shown on this page. All have good wool face. Rare value at our low prices. Woven in extra large sizes—Seamless.



Our Exmoor Seamless Brussels Rug No. 5131.

This brand new 1912 pattern has a fine design, Persian panels on tan ground with smaller panels in green border.

\$11.50

8½ ft. x 10½ ft., Seamless

Can also be furnished in three other sizes, as follows:

6 ft. x 9 ft., Seamless, **\$6.85**

9 ft. x 12 ft., Seamless, **\$13.75**

11¼ ft. x 12 ft., Seamless, **\$17.50**

Our New Exmoor Seamless Brussels Rugs.

Seamless Rugs are growing in popularity. Our Exmoor quality is a good wearing grade of wool face Brussels in which the loops are closely woven similar to our Heavy Congress Brussels Rugs, which we have handled for so many years with good satisfaction to all. The pattern is woven from yarns of superior quality, insuring long wear.



Our Exmoor Seamless Brussels Rug No. 5130.

An elegant self-colored tan Medallion on ecru field surrounded by delicate green scrolls. Floral sprays in corners. Note the rare beauty of the border.

8½ x 10½ ft., Seamless

\$11.50

Can also be furnished in three other sizes, as follows:

6 ft. x 9 ft., Seamless, **\$6.85**

9 ft. x 12 ft., Seamless, **\$13.75**

11¼ ft. x 12 ft., Seamless, **\$17.50**



Our Navarre SEAMLESS Brussels Rug No. 5152.

This new 1912 pattern consists of a small repeating figure in trellis work of pine cones on an ecru ground. Electric blue ground border.

8½ ft. x 10½ ft., Seamless

\$13.00

Can also be furnished:

9 ft. x 12 ft., Seamless, at only **\$15.00**

In order to supply the increasing demand for Brussels Rugs without seams we consider ourselves remarkably fortunate to be in a position to offer you this good Navarre Rug.

From our long experience in judging Rug values, we know it will give excellent satisfaction for the money.

Our Body Brussels Rugs

OUR REGAL BRUSSELS RUGS are positively the best Rugs in their class manufactured in the U. S.

must be seen to be fully appreciated. All patterns are sharp and clear cut. All are well covered and the "effect" is far better than the illustrations would lead you to believe.

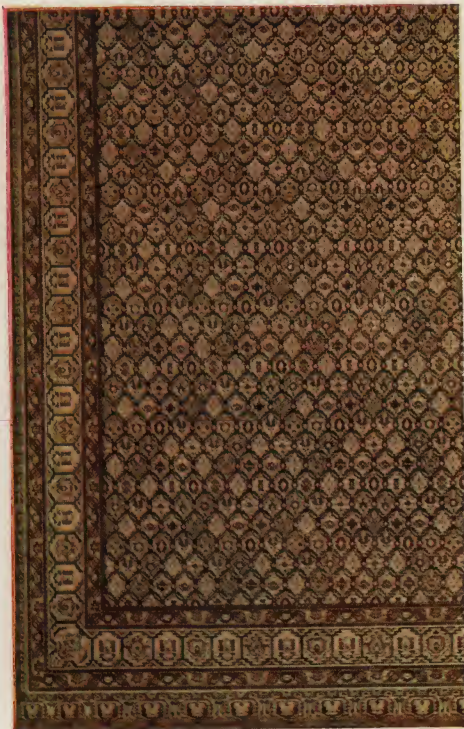


Our Regal Brussels Rug No. 5169.

This superb new 1912 pattern is a conventional design with Medallion center on tan ground. An exceptionally bright and handsome pattern. **\$15.75**

8 1/4 ft. x 10 1/2 ft.
This pattern can also be furnished in three other sizes:
7 ft. x 9 ft. **\$11.00** 9 ft. x 12 ft. **\$17.50**
11 1/4 ft. x 12 ft. **\$23.50**

Our Regal Brussels Rugs are positively the best 10-wire Brussels Rugs on the market. No other factory makes a similar Rug of equal high quality. No one else is in as favorable position as we are to quote you the very lowest prices on the latest and best selling patterns.



Our Warwick Body Brussels Rug No. 5193.

This is the very latest and newest 1912 pattern in small all-over figure for which there is such a large and growing demand. **\$21.50**

8 1/4 ft. x 10 1/2 ft.
Can also be furnished in seven other sizes as follows:
6x9 ft. **\$14.50**; 9x9 ft. **\$19.00**; 9x12 ft. **\$23.50**
9x15 ft. **\$32.00**; 11 1/4 x 12 ft. **\$32.00**
11 1/4 x 13 1/2 ft. **\$37.00**; 11 1/4 x 15 ft. **\$39.75**

You will find our Warwick Body Brussels Rugs an excellent quality of genuine Body Brussels. Fine sharp clear cut designs. Desirable Rugs in every respect. Price very low, quality considered. These Rugs are easily swept and give great satisfaction in living rooms, dining rooms and bedrooms.



Our Warwick Body Brussels Rug No. 5192.

This is another new 1912 pattern. It is a splendid reproduction of a rare and costly imported Persian Rug, Tabriz design. The principal colorings are old rose harmoniously blended with greens and tans. Note the remarkable detail in the border. **\$21.50**

8 1/4 ft. x 10 1/2 ft.
Can also be furnished:
9 ft. x 12 ft. at only **\$23.50**

Wonderful Values are offered in our Premium and Franklin Wilton Velvets illustrated on this page. Both are exceptional values. These Rugs have a fine plush finish. Are very moderate in price, sure to give excellent satisfaction for the money. *All are the newest and latest 1912 patterns.*



Premium Wilton Velvet Rug No. 5310.

Beautiful self-colored new pattern in wood shades: harmonizes with almost any decorations or furnishings. **\$16.00**
9 ft. x 12 ft.

Can also be furnished in five other sizes as follows:
27x54 in. **\$1.50**; 36x72 in. **\$2.90**; 6x9 ft. **\$8.50**
8¼x10 ft. **\$13.25**; 11¼x12 ft. **\$21.00**

Our Premium Wilton Velvet Rug we have handled for years and have proven very satisfactory for the price, being, in our opinion, an unusual value. It is woven similar to the highest grade of Wilton Velvets; has a fine plush finish and when you see and examine the quality you will then appreciate the remarkably low prices we quote. For seven other patterns in this popular quality, see our large Catalogue, pages 32 and 40.



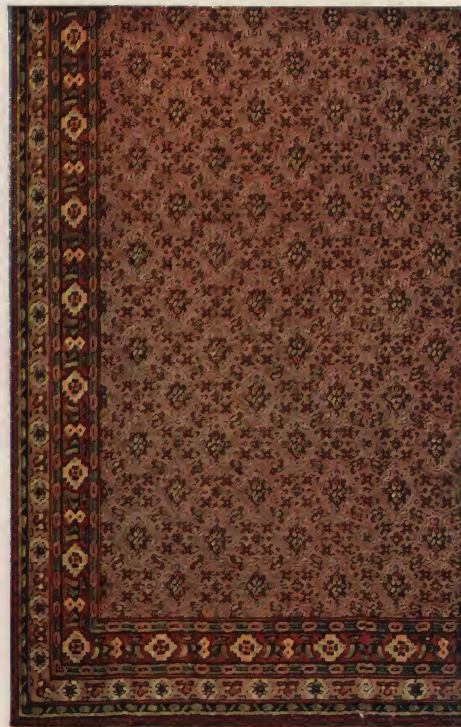
Our New Franklin Wilton Velvet Rug No. 5293.

You have rarely, if ever, seen a handsomer all-over Floral pattern in any Rug than the above new Spring 1912 self-colored pattern, which is worked out on tan ground. Note the sprays of dainty roses artistically placed, making a combination of coloring and design that will look equally well in parlor or living rooms. Can be furnished in one size only.

\$17.25
9 ft. x 12 ft.

Our New Franklin Wilton Velvet Rug is a superior quality of Genuine Wilton Velvet. It is a product of one of the very oldest and most reliable factories. Has closely woven nap; fine plush finish, **insuring excellent satisfaction for the money.** We do not hesitate to recommend our Franklin Rugs as wonderful bargains in genuine drum-printed all wool face Wilton Velvet Rugs.

Just because we quote very close prices do not infer that the Rugs are inferior in any way.



Our New Franklin Wilton Velvet Rug No. 5291.

A fine new small figured pattern on a richly colored brown ground with dark red and olive border. **\$17.25**
9 ft. x 12 ft.

Can also be furnished:
11¼ ft. x 12 ft. at only **\$23.00**

Our Kenmore Seamless and Superior Seamless

Wilton Velvet Rugs represent the best values on the market in moderate priced Seamless Velvet Rugs.

You always see the goods before you pay for them if you place your orders with us.



Our Kenmore SEAMLESS Wilton Velvet Rug No. 5444. This extraordinary pattern is a marvelous reproduction of a costly imported hand-made Rug. Has elongated green and ecru Medallion in the center and corner piece of Persian figures on tan ground. The border has ecru ground, making on the whole a most exquisite combination of color-tones.

\$17.50

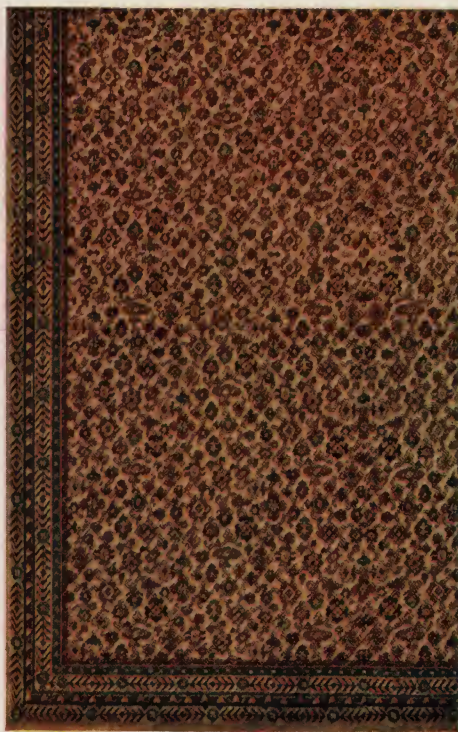
Can also be furnished:

9 ft. x 12 ft., Seamless,

11 1/4 ft. x 12 ft., at only **\$22.75**

Our Kenmore Seamless Wilton Velvet Rugs have fine wool face and considering our wonderfully low prices is remarkably good value.

For a small all-over pattern in this quality, see our large Catalogue page 47.



Our Superior SEAMLESS Wilton Velvet Rug No. 5468.

A rare design in a small all-over effect on an ecru and tan ground. Very narrow border and is an exact reproduction of a large imported hand-made Moushabad Rug. 9x12 ft.

\$20.75

Can also be furnished in three other sizes as follows:

6 ft. x 9 ft. **\$11.25**; 8 1/4 ft. x 10 1/2 ft. **\$18.50**

11 1/4 ft. x 12 ft. **\$27.50**

Our Superior Seamless Wilton Velvet Rugs.

This fine grade of Seamless High Pile Wilton Velvet Rugs will positively give splendid satisfaction. We have handled this grade for many years with the most gratifying results. The colorings are exceptionally soft and beautifully blended. Remember there are no seams or miters of any kind in this Rug. It is woven in one solid piece. Our Superior Seamless Wilton Velvet Rugs are undoubtedly the best value on the market in a High Pile Seamless Velvet Rug. For other patterns in this satisfactory quality, see our large Catalogue, page 42.



Our Superior SEAMLESS Wilton Velvet Rug No. 5470.

A marvelous reproduction of a fine imported hand-made Persian Rug. Kermanshah design. Light effect with ivory medallion and green center figure on delicate tan background, on which are placed small Persian figures, making on the whole a most charming combination of coloring and design. This Rug is suitable for most any room. 9 ft. x 12 ft.

\$20.75

Can also be furnished 8 1/4 x 10 1/2 ft. at **\$18.50**
and 11 1/4 x 12 ft. at **\$27.50**

Our Luxurious Axminster Rugs

are appreciated for their long satisfactory service and richly colored patterns. You always see the goods before you pay for them if you order from us.



Our Crescent Axminster Rug No. 5545.

A graceful Floral-Medallion design in soft color tones. Tans and greens predominate. This new pattern is exquisitely shaded.

9 ft. x 12 ft.

\$17.50

Can also be furnished in three other sizes:

27 in. x 64 in. **\$1.85**; 36 in. x 63 in. **\$2.95**

11¼ ft. x 12 ft. **\$24.00**

Our Crescent Axminster Rugs we have handled for many years and they have given excellent satisfaction wherever used. The nap is long, very soft, and they are undoubtedly the best Axminster Rugs on the market for the low price.



Our Eureka Axminster Rug No. 5572.

An excellent and very desirable new 1912 Oriental pattern in good medium wearing colors. Strikingly attractive.

9 ft. x 12 ft.

\$19.00

Made in four other sizes as follows:

27 in. x 64 in. **\$2.15**; 36 in. x 70 in. **\$3.40**

8¼ ft. x 10½ ft. **\$16.50**

11¼ ft. x 12 ft. **\$27.00**

Our Eureka Axminster Rugs

are the product of one of the very best factories. They are a fine quality of Axminster at a phenomenally low price. These Axminster Rugs give splendid satisfaction as the nap or pile is very deep and thick and only the best worsted yarns are used. The colorings are soft and delicate. See pages 40 and 41 of our large Catalogue for other choice patterns in this long-wearing grade.



Our Eureka Axminster Rug No. 5574.

Another one of the newest and most attractive 1912 patterns. Beautiful light floral effect. Undoubtedly the handsomest and best colored light Floral pattern produced this season.

9 ft. x 12 ft.

\$19.00

Can also be furnished in three other sizes:

27 in. x 64 in. **\$2.15**; 36 in. x 70 in. **\$3.40**

8¼ ft. x 10½ ft. **\$16.50**

The extra quality we offer in our Victoria Axminster Rugs is shown by their perfect finish and high lustre. They are unequalled by any other Axminster Rugs on the market for high quality, style of design and handsome colorings.

OUR SEALKOTE RUG is a fabric peculiar to itself. It is woven on a special loom, has all the worsted thread on the surface and has separate tufts like an Oriental Rug.



Our Special Victoria Axminster Rug No. 5731.

This new pattern is a superb reproduction of one of the very highest priced hand-made imported Oriental Rugs. The Colorings are remarkably soft, rich and lustrous.

9 ft. x 12 ft. **\$25.00**

Can be furnished in four other popular sizes:
27 in. x 60 in. **\$2.50**; 36 in. x 70 in. **\$4.00**

4½ ft. x 6½ ft. **\$7.75**
8¼ ft. x 10½ ft. **\$23.00**

Our Special Victoria Axminster Rugs.

This quality has extra long and extra thick nap. It is in fact the very best Axminster Rug manufactured. Color tones are remarkably fine. No other manufacturer approaches our Victoria quality for fine delicate shadings and richly blended color combinations. Many more threads are used to the inch than in the lower priced qualities: thus making it possible to reproduce more intricate designs, softer shadings and longest wear. We have sold thousands and thousands of these Rugs during the past 25 years and have never known of a single instance where the Rug did not give perfect satisfaction.



Our Special Victoria Axminster Rug No. 5736.

This Rug is considered by experts to be the handsomest high grade Axminster Rug produced for the 1912 season. Design is novel yet highly pleasing and the colorings are remarkably soft and rich.

9 ft. x 12 ft. **\$25.00**

Can also be furnished in the following sizes:

27x60 in. **\$2.50**; 36x70 in. **\$4.00**
6¾x9 ft. **\$14.00**; 8¼x10½ ft. **\$23.00**
11¼x12 ft. **\$31.00**



Our Wonderful Sealokote Rug No. 5751.

This Rug is a remarkable reproduction of an imported Daghestan Rug, which has its origin in Southwest Russia. Pattern consists of simple geometrical forms well balanced, has tan ground wonderfully blended with ivory, blues and reds.

9 ft. x 12 ft. **\$33.00**

Can also be furnished in four other sizes:

4½x6½ ft. **\$10.00**; 6¾x9 ft. **\$21.00**
11¼x12 ft. **\$42.00**; 11¼x14½ ft. **\$50.00**

Our Sealokote Rugs

are famous for long satisfactory wear. They are woven on special looms, similar to genuine Wilton except all the yarn is on the face instead of a large part of it in the back. You, therefore, are assured of getting full value for your money. Our Sealokote Rug was the first miterless Rug on the market more than 25 years ago. No other Rug manufactured since excels it in beauty of pattern, length and thickness of nap and durability.

Our Long-Wearing Linoleums

are from the World's most famous factories. They are the best made in all grades, being manufactured from first-class materials. Quality considered, you will find our prices low-
est for the goods delivered to your home. Ask for free samples.



Our Oak Plank Oil Cloth No. 7090.
A very popular and low priced Floor Covering.
Can be used to cover rooms entire or
as a border around Rugs.

Made 1, 1½ and 2 yards wide.
Per square yard...**33c**



Our AA Wood Grain Filling No. 7098.
Handsome reproduction of a hardwood floor
effect ever manufactured.

2 ft. wide, with Border, per running yard...**40c**
3 ft. wide, with Border, per running yard...**50c**
Plain goods, no Border, No. 7099,
36 in. wide, per running yard...**50c**



Our New Wood Grain Filling No. 7095.
A Grade.

A very serviceable and satisfactory Floor Covering,
Oak Plank effect. Heavily varnished over paint.
Has back of heavy burlap.

2 ft. wide, per running yard...**38c**
3 ft. wide, per running yard...**47c**



Our Granite Inlaid Linoleum No. 7455.

Green effect.
6 ft. wide only.

Per square yd. **88c**



Our Granite Inlaid Linoleum No. 7460.

Brown and Ecru effect.
6 ft. wide only.

Per square yd. **88c**

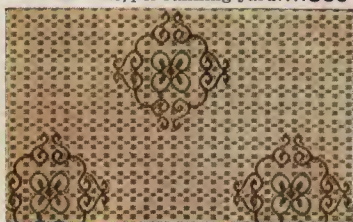
Our Granite Inlaid Linoleums are decidedly popular,
being the best low priced Inlaid Linoleums made.



Our Heavy Linoleum No. 7188.

A choice new small figured pattern in which the
natural plain brown color predominates.

6 ft. wide, per square yard...**50c**
7½ ft. wide, per square yard...**50c**



Our Heavy Linoleum No. 7189.

A very light Straw Matting effect.
New this season.

Made 6 ft. wide only.
Per square yard**50c**



Our Heavy Linoleum No. 7187.

The finest parquetry hardwood floor pattern
manufactured in this quality.

6 ft. wide, per square yard...**50c**
7½ ft. wide, per square yard...**50c**



Our Heavy Linoleum No. 7185.

Pleasing shades of green, cream and drab colorings
compose this new 1912 pattern.

Made 6 ft. wide only.
Per square yard**50c**



Our Heavy Linoleum No. 7186.
A dainty new pattern in cream, light blue
and light green.

Made 6 ft. wide only.
Per square yard**50c**



Our Heavy Linoleum No. 7181.

A tastefully designed new pattern in harmonious
color effects.

Made 6 ft. wide only.
Per square yard**50c**



Our Heavy Linoleum No. 7179.

A pleasing contrast is secured in this new small
figured pattern.

Made 6 ft. wide only.
Per square yard**50c**



Our Heavy Linoleum No. 7178.

A most attractive new small figured pattern.
Very choice.

6 ft. wide, per square yard...**50c**
7½ ft. wide, per square yard...**50c**

Eight other patterns in our Heavy Linoleums are illustrated in our large Catalogue on page 52. Ask for free samples of our Linoleums and Wood Grain Fillings.

Our Long-Wearing Linoleums

are especially adapted for kitchens, dining rooms, bath rooms and halls. No other floor covering manufactured lessens the labor of housework as much as Linoleum on the floors. Ask for free samples.



Our Special XX Linoleum No. 7287.

A new 1912 Parquetry hardwood floor effect.

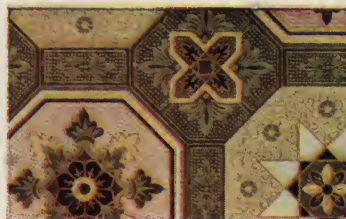
6 ft. wide, per square yard. **55c**
 7½ ft. wide, per square yard. **55c**
 12 ft. wide, per square yard. **65c**



Our Special XX Linoleum No. 7289.

A large figured new pattern. Remarkably well colored.

6 ft. wide, per square yard. **55c**
 12 ft. wide, per square yard. **65c**



Our Special XX Linoleum No. 7290.

A new 1912 design in pleasing shades of light and dark olive, cream and gold.

6 ft. wide, per square yard. **55c**
 12 ft. wide, per square yard. **65c**



Our Special XX Linoleum No. 7286.

Medium size figured pattern in cream, light brown, light green and black.

6 ft. wide, per square yard. **55c**
 7½ ft. wide, per square yard. **55c**
 12 ft. wide, per square yard. **65c**



Our Special XX Linoleum No. 7288.

Several shades of brown are combined with cream, deep red and olive in this attractive new 1912 pattern.

6 ft. wide, per square yard. **55c**
 7½ ft. wide, per square yard. **55c**
 12 ft. wide, per square yard. **65c**



Our Special XX Linoleum No. 7284.

The always popular blue and white. Figures about two inches square.

6 ft. wide, per square yard. **55c**
 12 ft. wide, per square yard. **65c**



Our Special XX Linoleum No. 7270.

A fine floral pattern. Poppy design.

6 ft. wide, per square yard. **55c**
 12 ft. wide, per square yard. **65c**



Our Special XX Linoleum No. 7281.

Olive, cream and brown shades predominate in this new pattern.

6 ft. wide, per square yard. **55c**
 12 ft. wide, per square yard. **65c**



Our Heavy Inlaid Linoleum No. 7613.

A beautiful new 1912 pattern in pleasing shades of blues, grays and ecru.

6 ft. wide only, square yard. **\$1.05**



Our Extra Heavy Inlaid Linoleum No. 7639.

Light and dark terra cotta shades, ecru, brown, light olive and deep red combine to make this new 1912 pattern one of the most attractive produced.

6 ft. wide only, square yard. **\$1.18**



Our AA Quality Inlaid Linoleum No. 7707.

A beautiful tile pattern in handsome shades of blue, brown and tan.

6 ft. wide only, square yard. **\$1.38**



Our Best Quality Domestic Inlaid Linoleum No. 7742.

This remarkable new 1912 design in pleasing shades of red, light brown, black and ecru can be furnished.

12 ft. wide only, square yard. **\$1.48**

In our large Catalogue, on pages 52 to 56, you will find the handsomest and most complete line of Linoleums on the market.

Art and Durability are combined in our Beautiful Portieres.

When ordering Draperies *always* mention colors wanted as well as pattern number.



No. 10207 Damask.

A beautiful Empire design of good fabric, made in colors of red and green OR two-toned green.

39 in. wide, 3 yds. long.

Per pair..\$2.00



No. 10221 Damask.

An Armure weave, good weight and value, colors red and green OR brown and green.

46 in. wide, 3 yds. long.

Per pair..\$2.90



No. 10236 Damask.

A heavy Armure Curtain, made in colors of brown and green OR olive and rose.

48 in. wide, 2½ yds. long.

Per pair..\$3.65



No. 10243 Damask.

A very heavy fabric of textile weaving, perfectly reversible. Made in colors of two-toned reds OR two-toned greens.

49 in. wide, 2½ yds. long.

Per pair..\$3.85



No. 10249 Damask.

A most luxuriant drapery indeed. Made in color combinations of green and brown OR myrtle and crimson.

48 in. wide, 2½ yds. long.

Per pair..\$4.00



No. 10528 Tapestry.

This drapery is made in combinations of brown and tan, and is highly finished.

49 in. wide, 2½ yds. long.

Per pair..\$5.25



Couch Cover No. 10439.

An Armure Cover of unusual weight and merit. Colors Oriental as shown.

60 in. wide, each..\$2.25

72 in. wide, each.. 2.75



No. 10609.

A Portiere of good weight, figured repp, with a 3¼ in. Gobelin band. Colors, myrtle green or brown.

43 in. wide, 2½ yds. long.

Per pair..\$4.00



No. 10611.

This Curtain is made of Amure Damask with 5 inch Tapestry band. Colors, maroon or green.

45 in. wide, 2½ yds. long.

Per pair..\$4.50



No. 10673.

This Portiere is made from self-toned mercerized yarns with fine 5½ in. band. Colors, olive, brown or cardinal.

46 in. wide, 2½ yds. long.

Per pair..\$5.50



Couch Cover No. 10459.

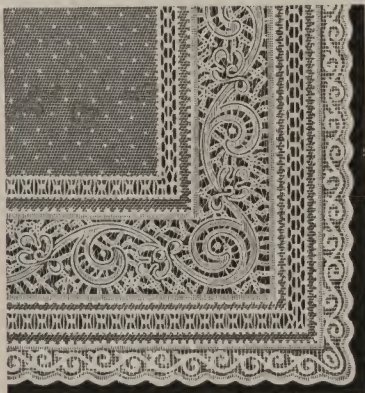
A Reversible Cover of heavy weight tapestry. Colors of green or red.

63 in. wide, each..\$3.75

Our Matchless Arabian and Cable Net Curtains.



Pattern A 9004. Ecu.
This Curtain shows a perfect reproduction of hand drawn work embellished with a beautiful scroll. **\$1.75**
50 in. wide, 3 yds. long. Per pair



Pattern A 9012. Ecu.
This pattern of corded scrolls and Cluny insertions on a Point d'Esprit net is sure to be popular. It is strong and durable. **\$2.25**
50 in. wide, 3 yds. long. Per pair



Pattern A 9042. Ecu.
This beautiful Curtain of Cable Net foundation and that fine Empire motif for a corner ornament is well made. **\$3.25**
50 in. wide, 3 yds. long. Per pair



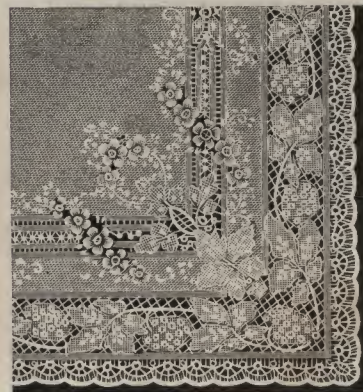
Pattern A 9044. Arabian.
A fine Cable Net Curtain, corded both sides. The most exquisite pattern in its class and price. **\$5.25**
46 in. wide, 3 yds. long. Per pair



Pattern C 9208. Ecu.
A perfect reproduction of the Cluny Laces woven in the Cable Nets, positively the best Curtain in the market at the price. **\$2.00**
45 in. wide, 2 1/2 yds. long. Per pair



Pattern C 9213. White.
This beautiful cut shows just what this Curtain is. Second to none in appearance or wearing qualities and full of value. **\$2.50**
50 in. wide, 3 yds. long. Per pair

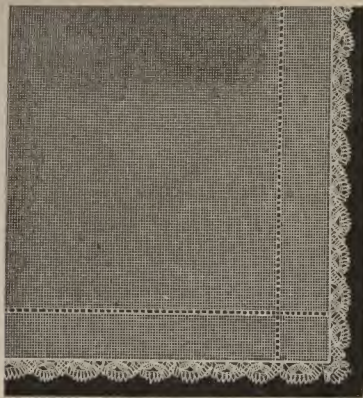


Pattern C 9232. Beige.
This elegant Curtain is certainly the most up-to-date and classy drapery we have had the pleasure of presenting. Fine and beautiful. **\$3.25**
45 in. wide, 3 yds. long. Per pair

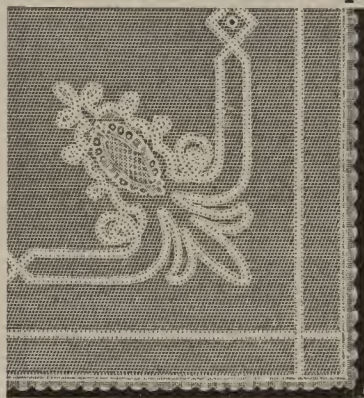


Pattern C 9276. Ivory.
This pattern of fine French Fillet squares and Floral figures, finds favor with the most fastidious friends of our following. **\$4.50**
50 in. wide, 3 yds. long. Per pair

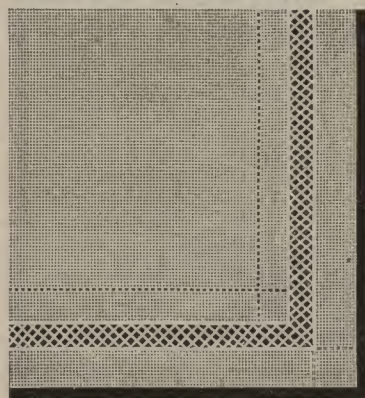
New Ideas in Inexpensive Ideal Curtains.



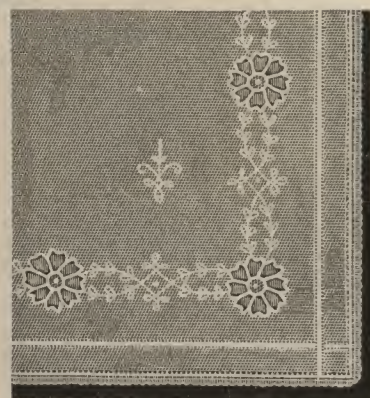
Pattern I 9300. Ecu.
This dandy little Curtain is made of Scrim Cloth hemstitched and finished with a heavy Cluny Edging. **\$1.40**
37 in. wide, 2½ yds. long. Per pair



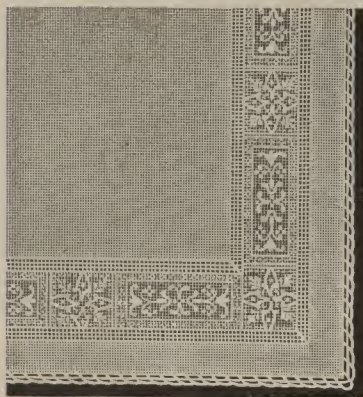
Pattern I 9303. White.
These Ideal Curtains are selected with an eye to Ideality, and surely this is one. Sure to please. **\$1.85**
40 in. wide, 2½ yds. long. Per pair



Pattern I 9311. Light Ecu.
A good quality of Scrim with the new trellised braid insertion with double edges on either side and hemstitched finish. **\$2.25**
36 in. wide, 2½ yds. long. Per pair



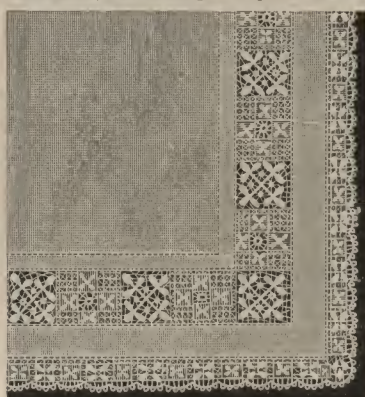
Pattern I 9304. White.
An Ideal Curtain that is ideal indeed, made of heavy Bobbinet lace with tamboured motifs and applique ornaments. **\$2.50**
40 in. wide, 2½ yds. long. Per pair



Pattern I 9324. Ecu.
This is a fine Ettamine Curtain of luxurious finish, with Fillet Lace border and Mexican drawn work edging. **\$3.00**
40 in. wide, 2½ yds. long. Per pair



Pattern I 9356. Ecu.
A marvelous reproduction of the Marie Antoinette laces. It has the atmosphere of refinement at an extremely low price. **\$3.50**
40 in. wide, 2½ yds. long. Per pair



Pattern I 9273. White.
This Curtain is made of superior quality of Ettamine Scrim goods, trimmed with rich Parisian lace of extra service qualities. **\$4.35**
43 in. wide, 2½ yds. long. Per pair



Pattern I 9386. Arabian.
A genuine French Lacet Curtain of the extreme and classy grades now having a great run. **\$5.50**
43 in. wide, 2½ yds. long. Per pair

Irish Point and Fine Brussels Net Curtains.



Pattern P 9705. White.

A very neat and attractive Curtain with extra re-enforced edges and heavy stitching around all the figures. 40 in. wide, 2 1/2 yds. long. Per pair **\$3.00**



Pattern P 9715. White or Beige.

(Always state which color is wanted.) No one questions the superiority of Irish Point Curtains over all others sold at the same cost. 43 in. wide, 3 yds. long. Per pair **\$3.75**



Pattern P 9719. Red.

This Curtain has a foundation of ecru net of good texture, with red figures finished with heavy black stitches. 45 in. wide, 3 yds. long. Per pair **\$3.75**



Pattern P 9735. White.

A new design in a medium priced Applique Curtain with the muslin figures only about one-half their usual width. 45 in. wide, 3 yds. long. Per pair **\$4.50**



Pattern B 9102. White.

This new pattern shows a good reproduction of the Antioch Laces on a light weight net. 45 in. wide, 2 1/2 yds. long. Per pair **\$2.75**



Pattern B 9106. White.

A classy design of hand lace motifs and ribbon scroll is entirely new in this class of Curtains. 40 in. wide, 2 1/2 yds. long. Per pair **\$3.75**



Pattern B 9142. White.

Here we show you a new combination of Brussels and Tambour work on a good Bobbinet foundation. Strong, durable. 45 in. wide, 3 yds. long. Per pair **\$4.50**



Pattern B 9150. White.

This cut represents one of our choicest importations. Very fine of texture and beautiful in design. 45 in. wide, 3 yds. long. Per pair **\$5.00**

Richardson's Superlative Window Shades excel all others



in durability, workmanship and general satisfaction.

Richardson's Superlative Handmade Shades are unequalled. The following 18 colors of High Grade Opaque Cloth are offered for your selection:

No.	No.
5—Dark Green	32—Yellow
10—Drab	34—Terra Cotta
11—White	38—Light Spanish Olive
16—Dark Tan	40—Spanish Olive
17—Dark Blue	41—Dark Olive
18—Chocolate Brown	42—Dark Spanish Olive
21—Medium Drab	44—Apple Green
27—Bottle Green	46—Ecu
28—Olive Green	48—Linen

For schedule of prices on Shades made to order, Fringes, Shade Sundries, etc., see page 15 of our 80-page Spring 1912 Catalogue. Ask for free samples.

Our Heavy Invincible Ingrain Rugs.



Our Heavy Invincible Rug No. 8226.

A very handsome pattern in green, maroon and tan.

Superior Quality,
Lowest Prices.

These high grade reversible extra heavy Invincible Ingrain Rugs are particularly recommended where you wish a reversible Rug of the better grade—one that will lay smoother, look better and give much longer satisfaction than the ordinary All Wool Art Square.

They are woven on large looms in one piece—seamless.

See our large Catalogue, page 31, for six patterns of this quality illustrated in colors.

9 ft. x 7½ ft...	\$5.85
9 ft. x 9 ft...	6.90
9 ft. x 10½ ft...	8.00
9 ft. x 12 ft...	9.20
10½ ft. x 12 ft...	10.75
12 ft. x 12 ft...	12.25

Our Freshly Imported Straw Mattings

Ask to see samples of our new 1912 Mattings. Our Mattings are very popular and satisfactory floor coverings for bedrooms and other rooms where there is not very much traffic.

We offer you a fine selection of Matting as low as **12½c**; Jointless Matting at **15c** per yard and up. Also a choice assortment of Cotton Warp Japanese Mattings at **22c** per yard and up.

Ask for free samples and note our low prices for high grade qualities in a handsome line of pleasing patterns.

See our big Catalogue, page 13.



Let us save you money on Church and Lodge Carpets

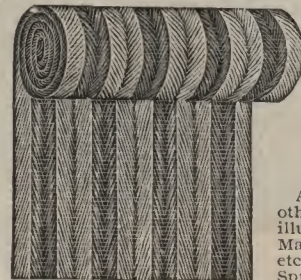
For 37 years Richardson's Superlative Church and Lodge Carpets have given perfect satisfaction wherever used. We offer a fine, up-to-date assortment of two-toned effects, small all over patterns in the latest shades to harmonize with the interior furnishings.

We can also furnish Emblematic Ingrain Carpets as follows: Masonic Emblematic, or I. O. O. F. Emblematic designs.

Ask to see samples. Special reduced prices quoted on large contracts.

Our Special Double Twilled Reversible Cocoa Matting

This is a very heavy wear resisting Matting and is very finely woven from imported fibre. It can be furnished in either a green stripe in combination with tan, No. 14, or with red stripe in combination with tan No. 5, in the following widths, per yard:



18 in. wide.....	35c
27 in. wide.....	52½c
36 in. wide.....	70c
45 in. wide.....	87½c
54 in. wide.....	\$1.05

Ask to see samples of this and other Mattings and Hemps. For illustrations and descriptions of Mattings, Hemps, Matting Ends, etc., see page 14 of our 80-page Spring 1912 Catalogue.

LINOLEUM is the Best Floor Covering in the World for Kitchens, Dining Rooms, Stores, Offices, etc.

ON pages 14 and 15 we illustrate twenty-five of the handsomest and most desirable patterns of Linoleums and fillings ever manufactured. They are the time-tested

RICHARDSON'S LONG-WEARING LINOLEUMS

which are famous for their up-to-date styles and the general satisfaction they give to all purchasers because of their proven dependable qualities.

Should the assortment illustrated not include the style of pattern or colorings you like best, ask to see our 80-page Catalogue in which are illustrated **78 patterns** that are made in the **6 feet width**, **17 patterns** that are made in **7½ feet width**, and **25 patterns** that are made in **12 feet width**, a total of **120 different designs** and colorings for you to select from; undoubtedly the handsomest assortment of Linoleums on the market.

TO HOUSEKEEPERS:

You will save lots of hard scrubbing if your Kitchen floor is covered with our Long-Wearing Linoleum. You will find the Dining Room easier to keep clean with our Linoleum on the floor. It does not hold the crumbs or dust.

No other Floor Covering can compare with Linoleum for Bath Rooms, Vestibules, Halls or Passageways.

Plain Linoleum.

Our Linoleum can be furnished in plain Brown, plain Green or plain Gray. No pattern to wear off.

Plain Linoleum is especially desirable when you wish to have a neutral background in order to secure an artistic effect.

Plain Linoleum should always be used for store purposes in preference to printed goods or for any place where the traffic is extra heavy.

Ask for free samples.

TO STOREKEEPERS:

An attractive store helps business.

Cover your floor with Richardson's Never-Wear-Off INLAID Linoleum and thereby make your store most attractive.

The pattern **goes through** to the back of goods.

Linoleum is the most satisfactory and sanitary Floor Covering manufactured.

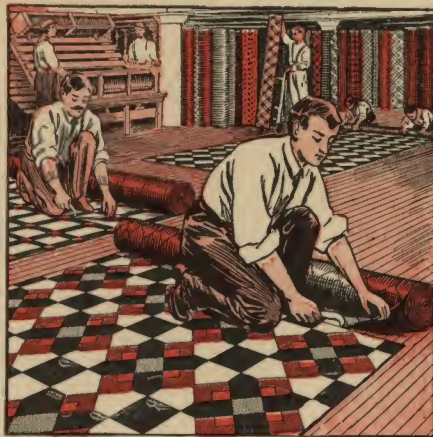
It is noiseless to the tread and restful for those who walk or stand on it.

It does not absorb or hold water like

wood and does not wear uneven like tile.

The appearance of any store or office is greatly improved with our Long-Wearing Linoleum on the floor.

Our line offers designs and colors to harmonize with all color schemes.




CUTTING LINOLEUM.

(Sketched from life.)

Ask for free samples of our Long-Wearing Linoleum and note the superior quality.



Please show this Catalogue to your friends.

You will do them a favor by giving them
such a handsome assortment of Reliable
Home Furnishings to select from. 

ART • AND • DURABILITY

are combined in our RELIABLE RUGS,
Trustworthy CARPETS, Long-Wearing
LINOLEUMS, Satisfactory SHADES,
Stylish CURTAINS and DRAPERIES.

For over 37 Years the Best Made in All Grades.

Catalogue "B"

Spring and
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1912